

ABSTRACT OF THE DISCLOSURE

In a system and method for enabling a user to navigate among a plurality of internet websites of interest to the user, the system includes a graphical user interface which includes a guide for enabling the user to navigate among the internet websites, and to obtain access to a selected one of the internet websites. The guide includes an array of web channel buttons, each of which includes a web channel number and a web channel title, and each of which is associated with and enables access to at least one internet website. The internet websites associated with each web channel button may comprise internet websites commonly accessed by the user or selected for the user, which are relevant to topics of interest to the user. An internet program guide accessible from the web channel guide enables customization of the at least one internet website associated with each of the array of web channel buttons, so as to enable further access to internet websites of interest to the user. Each web channel button can be efficiently activated to enable selection and access to the internet websites of interest to the user. A guide strip identifies the internet website selected and presented in a display, for integrated navigation between internet websites and television channels.